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CLAIMS

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1. A service delivery method comprising the steps of :
- qualifying a user as authorised to benefit from an instance of a particular service, and
 - 5 storing:
 - location data indicative of at least one location where service delivery is to be triggered, and
 - a service instance element that associates the user and the service instance for which the user has been qualified; and
 - 10 - subsequently detecting a location match between the location of the user, as indicated by a mobile entity associated with the user, and a location indicated by said location data, and thereupon initiating delivery to the user of the service instance associated with the user by the service instance element.
- 15 2. A method according to claim 1, wherein the service instance element is associated with the user by a user identifier included in the element, and with the service instance by either comprising code for implementing the instance or including a reference to such code, the user's mobile entity directly or indirectly supplying this user identifier for service delivery to be effected.
- 20 3. A method according to claim 1, wherein the service instance element is associated with the user by a service-instance identifier known to the user or the user's mobile entity, the service instance element either comprising code for implementing the service instance or including a reference to such code, the user's mobile entity directly or indirectly supplying
- 25 this service-instance identifier for service delivery to be effected.
4. A method according to claim 1, wherein the service instance element is stored in a service provider system with which the user's mobile entity can communicate through a communications infrastructure, and wherein the location data is stored in one of:
- 30 - a location server of the communications infrastructure,
 - the mobile entity,
 - the service provider system,

- a location server associated with the communications infrastructure,
- location discovery means of the mobile entity;

10 5. A method according to claim 1, wherein the service instance element associates the user and service instance by virtue of the service instance element being stored in the user's mobile entity and either comprising code for implementing the service instance or including a reference to such code.

20 7. A method according to claim 6, wherein the token includes user identity data and is
digitally-signed by the party that carried out the qualification step whereby the service
provider system can check the authenticity of the data in the token, the user mobile entity
having an associated public-key / private-key pair and being required by the service
provider system to authenticate its identity by using its private key to sign and return data
25 proposed by the service provider system.

8. A method according to claim 1, wherein the service instance element includes customisation data customising a generic service to said service instance.

30 9. A method according to claim 1, wherein service delivery is conditional upon the user inputting a personal identification code.

10. A method according to claim 1, wherein service delivery only continues whilst the user's current location matches with a location indicated by the location data.

11. A method according to claim 1, wherein once initiated, service delivery is continued
5 until completion.

12. A method according to claim 1, wherein the service instance modifies the location data as part of service delivery.

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19. A system according to claim 18, wherein the location description repository is incorporated in said mobile entity associated with the user.

20 **20.** A system according to claim 18, wherein the service-instance-element repository is incorporated in said mobile entity associated with the user.

21. A system according to claim 20, wherein the service execution environment is incorporated in said mobile entity associated with the user, the service instance element
25 taking the form of service instance code to be run in the execution environment..

22. A system according to claim 20, wherein the mobile entity and service execution environment can inter-communicate via a wireless infrastructure at least when the mobile entity is positioned to give rise to a location match, the service instance element taking the form of a service token which the mobile entity is operative to pass to the execution environment upon occurrence of a said location match in order to trigger execution of the service instance.

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